

The Purpose of the Poster.

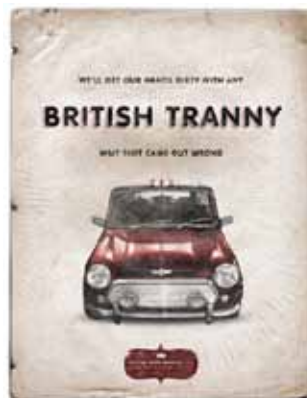
To announce an event.



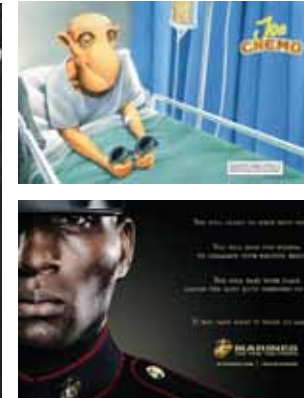
To sell a product.



To promote a service.



To develop an attitude.



The Role of the Poster.

The basic difference between the poster and other print media is that the poster speaks to the audience *on the move*.

Therefore, a poster must be:

Striking/Attention-Getting.

Simple.

Able to convey a message quickly.

Easily viewed and read.

Convincing.

Memorable.

Typographic Considerations

- Use 2 fonts max. One for heading, one for paragraph text, or same one for both.
- Use simple/non-complex fonts that are easy to read.
- Choose Font Sizes relative to each other and elements on your page.
- Use appropriate line lengths of text.
- As your type gets larger manually kern and adjust your leading and line-length.
- Adjust your space after paragraph returns for appropriate chunking.
- Use styles to emphasize, not for entire body text.
- One space after periods.
- Use proper typographers marks

Title/Slogan

- Is the only thing that should be able to be read from 15 away.
- Is intended to draw in viewer along with the image.
- Can have word(s) emphasized using color, scale, case, or styles.

Color

- Should be used in attractive and harmonious color palettes (2-3 colors)
- Can emphasize.
- Can be symbolic.
- Can help organize content.
- Will influence how effective it is relative to other posters next to it.
- Should be experimented with.

Placement

- Use grid & guidelines to place/align objects for visual unity.
- Use implied lines from imagery to place objects as a continuing form.
- Use consistent and relative spacing to elements on your page.
- Experiment with the placement of information for communication and emphasis.
- You don't need 100 images to convey the complexity of your concept, if you can pick one simple image that does all the talking.
- Experiment with background images shapes, and lines of movement.
- Love your whitespace, don't cram things in.



Watch Video

Poster Composition Considerations.